PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE

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TO: Nancy Parmet **DATE:** April 20, 1994

FROM: Karen Ando KA

SUBJ: Marlboro Country Store Catalog Triads

On August 6, 1994, we conducted 7 triads among Marlboro smokers to measure reactions to the new Country Store catalog. Groups were conducted among Red and Lights smokers, ages 21 through 34, males and females. In addition to exposing respondents to the new catalog, smokers also saw the Marlboro Birthday Card with free miles coupon, a direct piece scheduled to begin mailing this month.

Attached is a detailed moderator's report of findings.

Key Findings:

The Country Store catalog was received favorably. While the smokers recognized that the program's theme and item selection are different from the Adventure Team:

- The new theme was judged to be fitting with the traditional Marlboro image.
- The items met their expectations of Marlboro quality.
- Most could identify items they would save for.

The birthday card generated the most excitement when accompanied with a "birthday present" of a free miles coupon.

- Neither the birthday card nor miles alone generated the level of excitement that pairing the card and miles did.
- Few respondents felt that receiving a birthday card from Marlboro was too intrusive, or questioned how Marlboro knew their birthday and address.

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